

# THE PHARMACEUTICAL NEWSLETTER AS AN INFORMATION TOOL: USEFUL OR FUTILE ?



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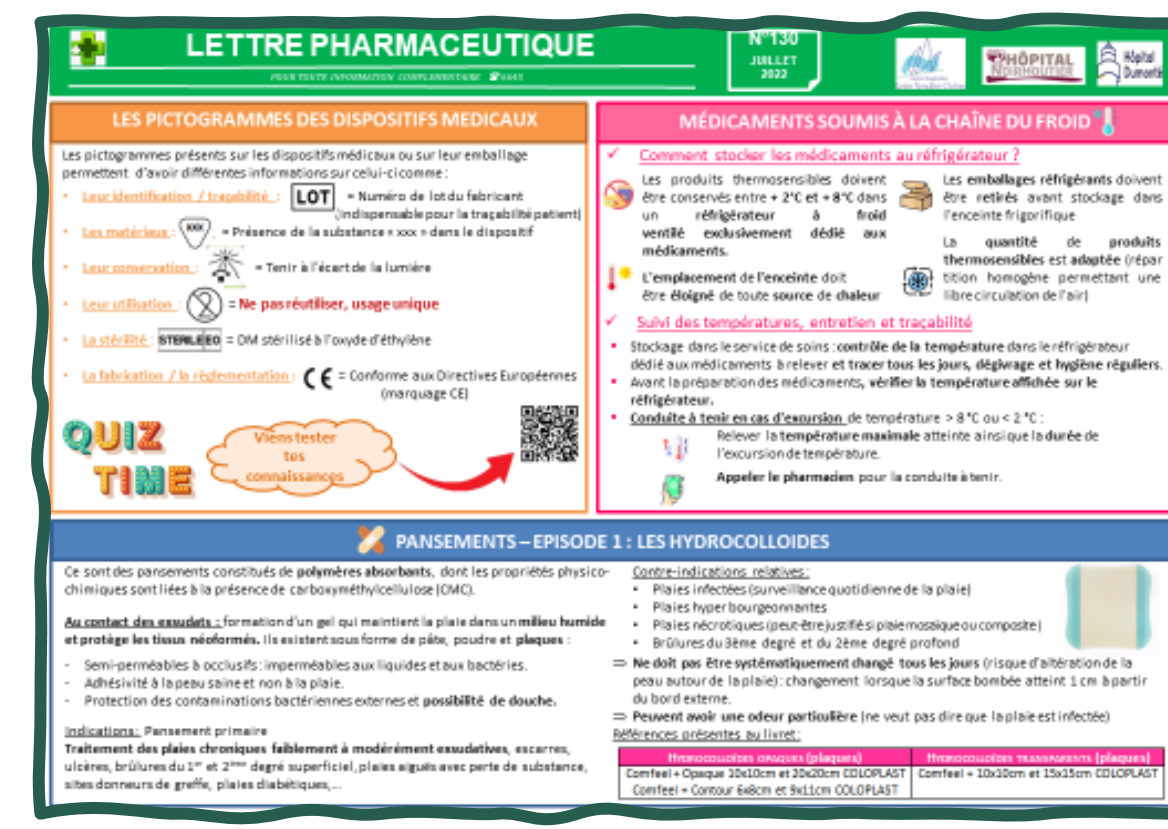
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Communication, information, internal use pharmacy, survey, hospital staffs

4CPS-139

## BACKGROUND AND IMPORTANCE

- Since July 2007, pharmaceutical team writes a monthly **pharmaceutical newsletter (PN)** to **hospital staff (HS)**.
- It contains information about **drugs or medical devices** (pharmaceutical news, reminders of appropriate use, etc.). It is currently sent to **health managers and HS** by **e-mail** and is accessible on **the hospital web portal**.
- However, since its implementation, no study has been carried out concerning the adherence of HS to this tool.



## OBJECTIVES

The aim is to **assess the adherence of HS** to the PN and to propose areas of improvement.

## MATERIAL AND METHODS

Two surveys (in digital and paper format) was developed and conduct in **September 2022** by 2 pharmacy interns :



### HEALTH MANAGER'S SURVEY

- To find out **how they circulated the PN** to the staff in their units.
- Units for which managerial responses had not been collected **were excluded**.

### READER'S SURVEY

- A survey including 8 questions was distributed to collect the **knowledge**, the **use**, and the **satisfaction** of the Hospital staff (HS).

## RESULTS

### HEALTH MANAGER'S SURVEY : 16 health managers responses

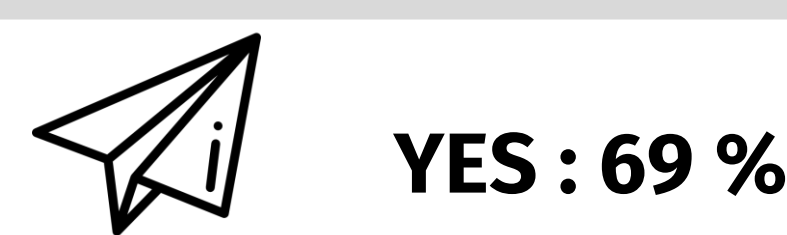
#### 1 Do you read the PN ?



#### 2 Do you think that the PN is useful ?



#### 3 Do you distribute the PN in your unit ?

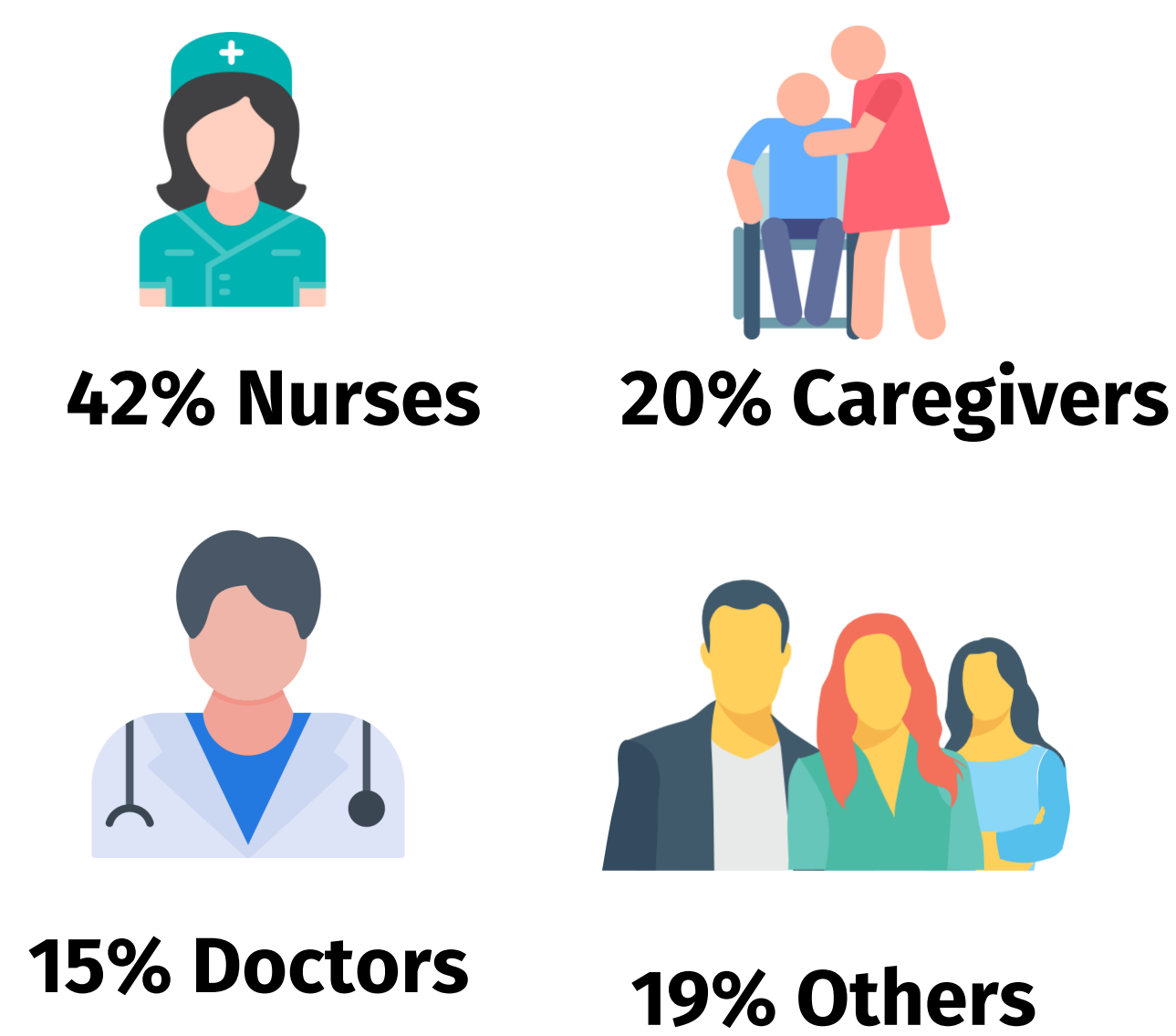


#### 4 How do you distribute it?

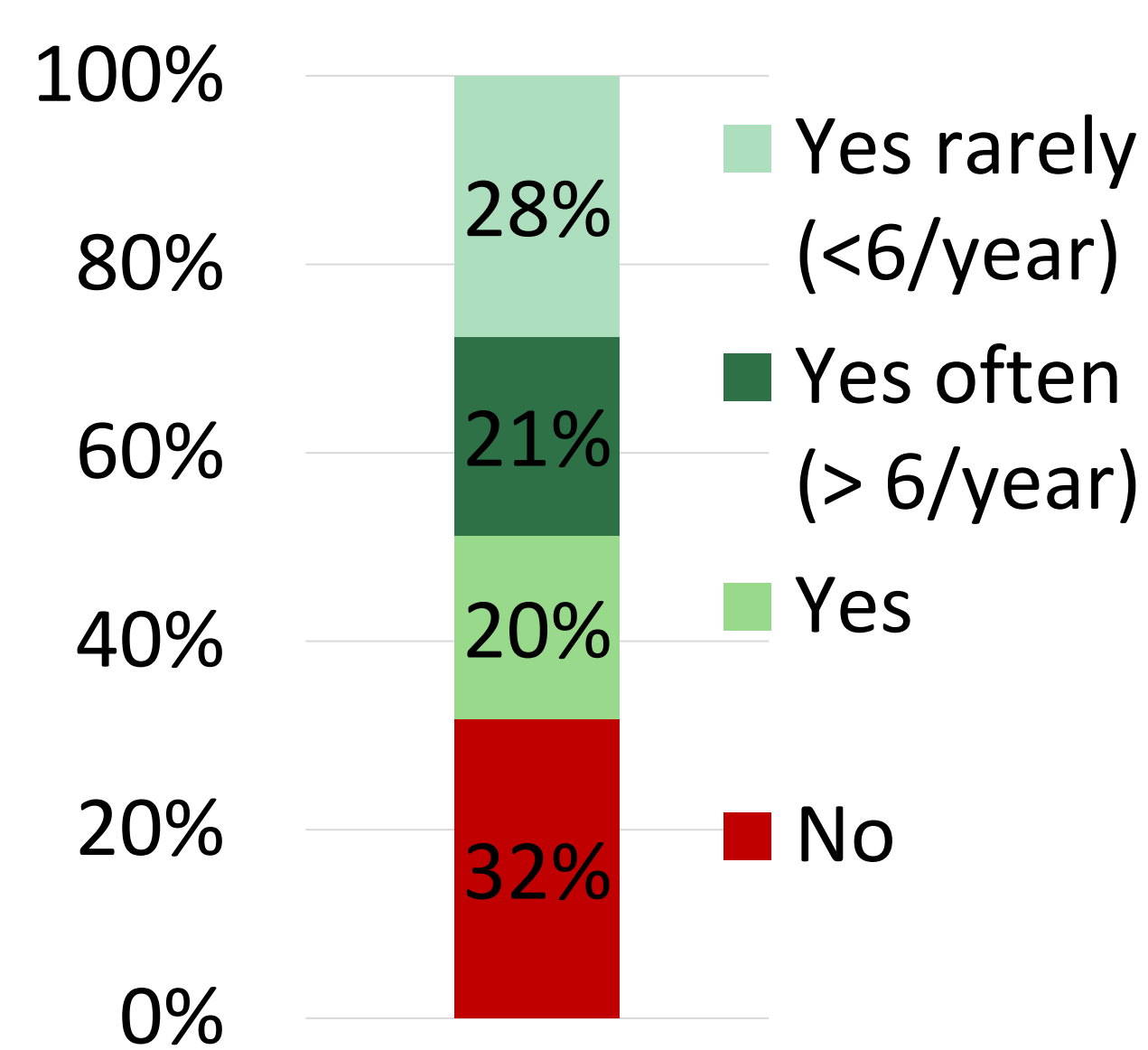


### READER'S SURVEY : 163 reader responses

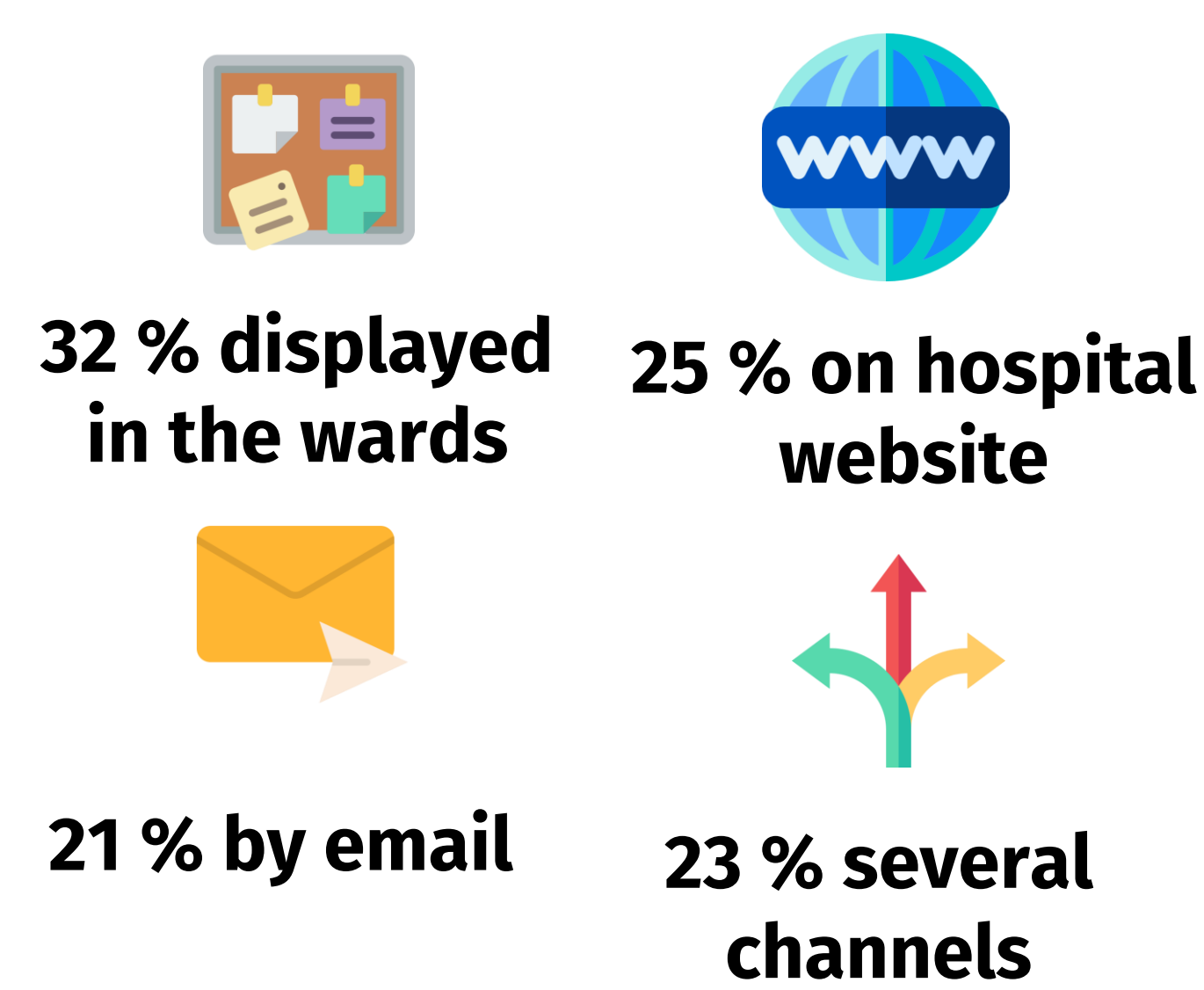
#### 1 Reader responses



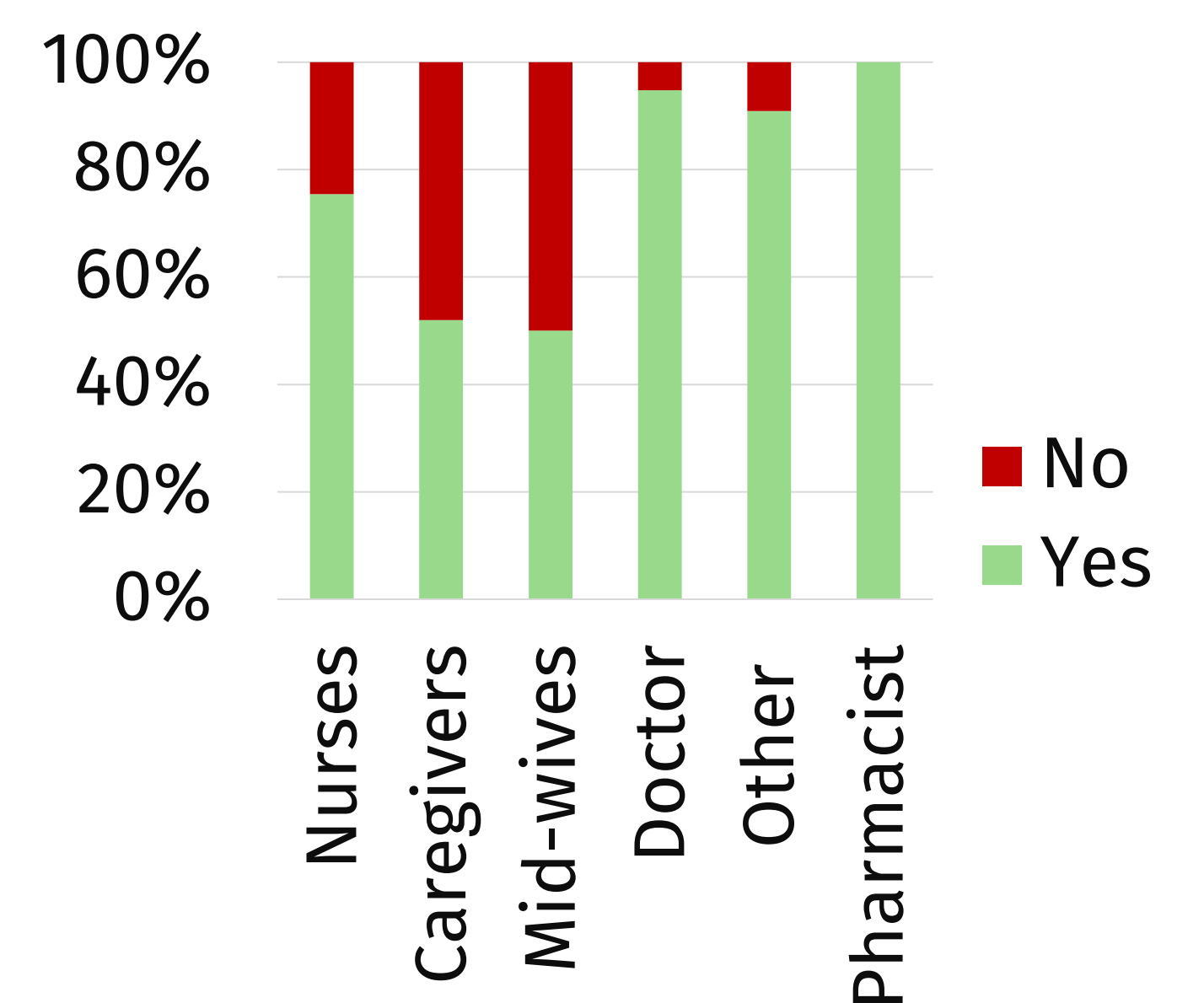
#### 2 Do you read the PN ?



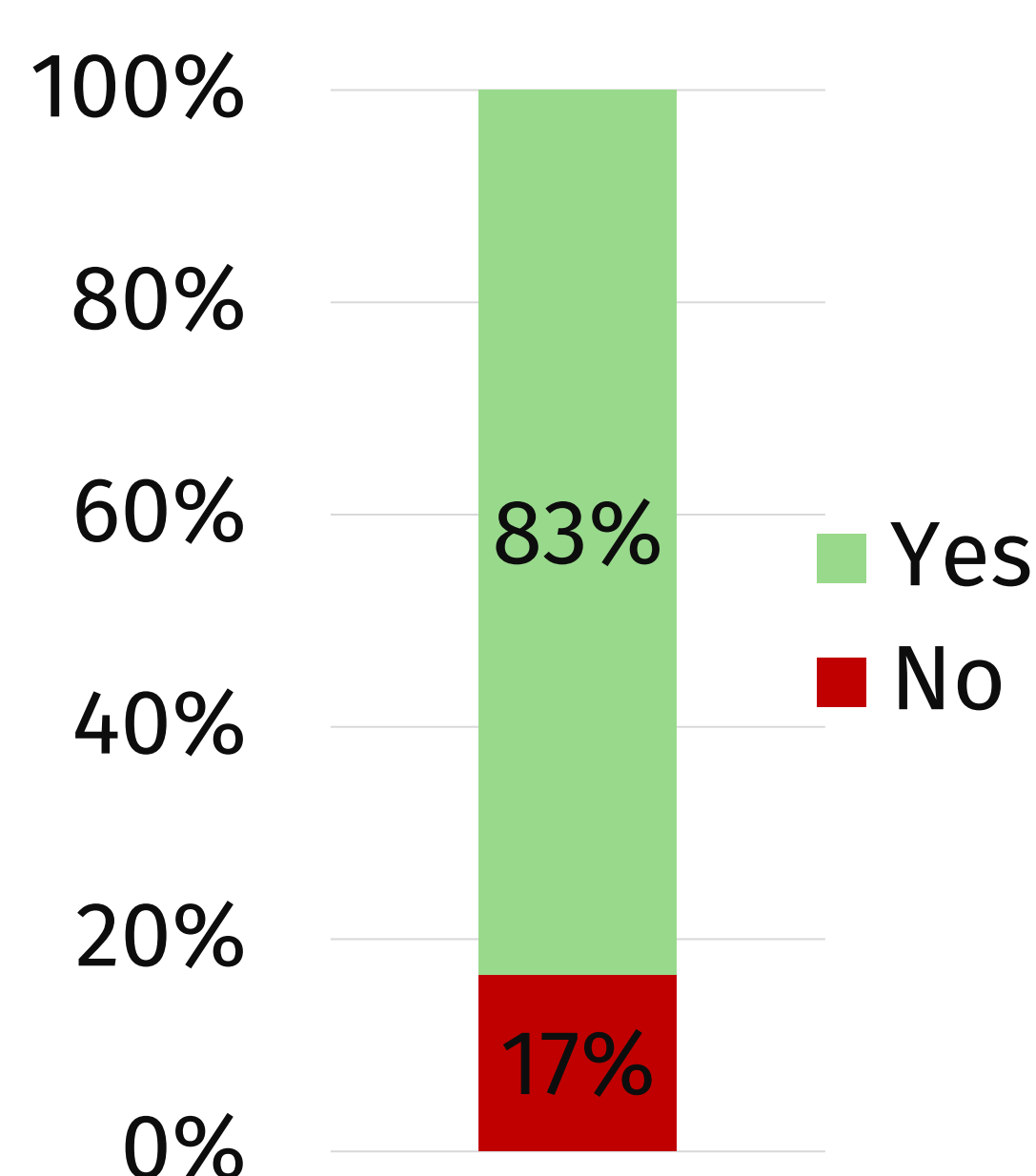
#### 3 How do you find out about the PN ?



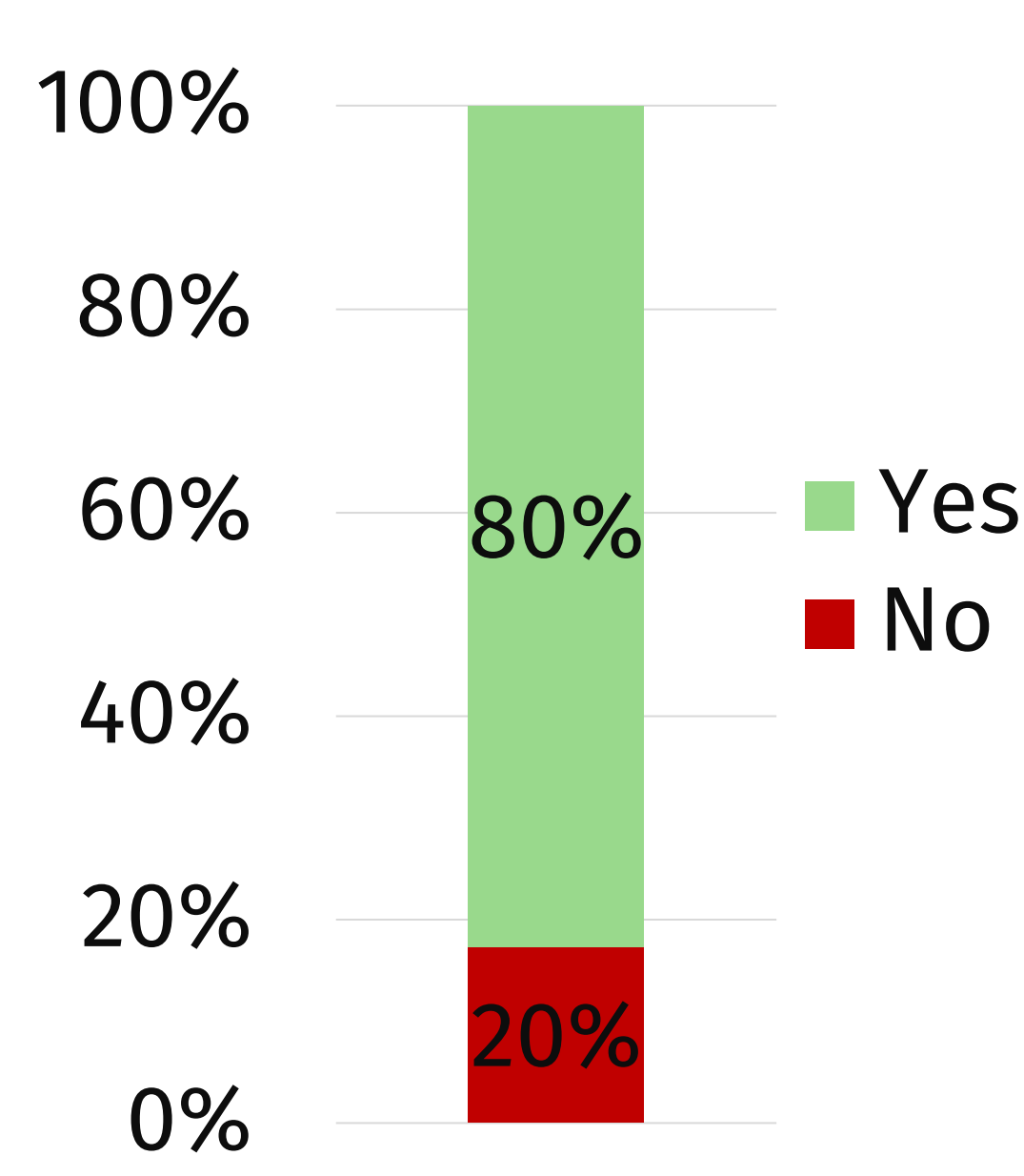
#### 4 Do you think the PN is useful ?



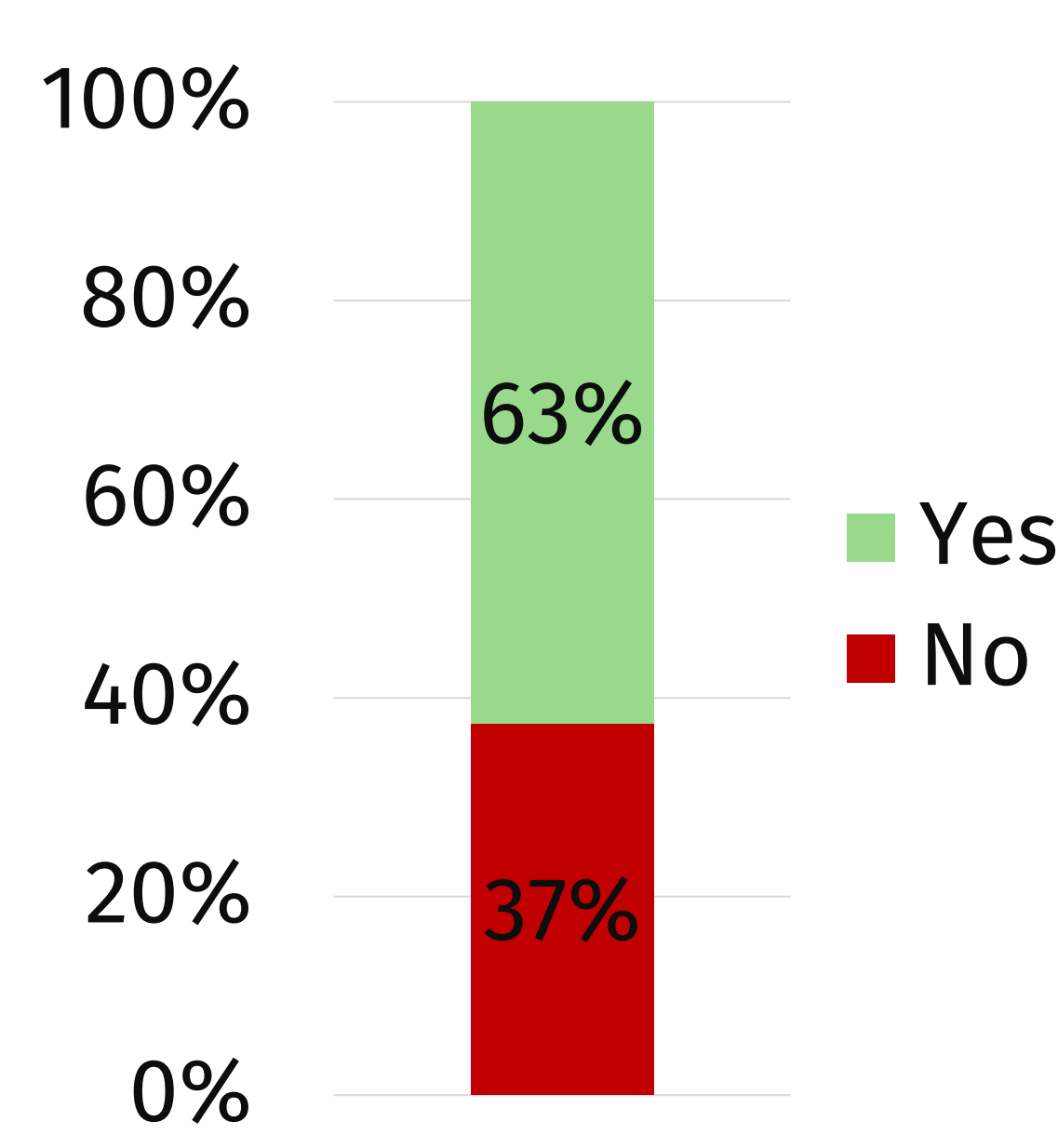
#### 5 Are you satisfied with the content of the PN ?



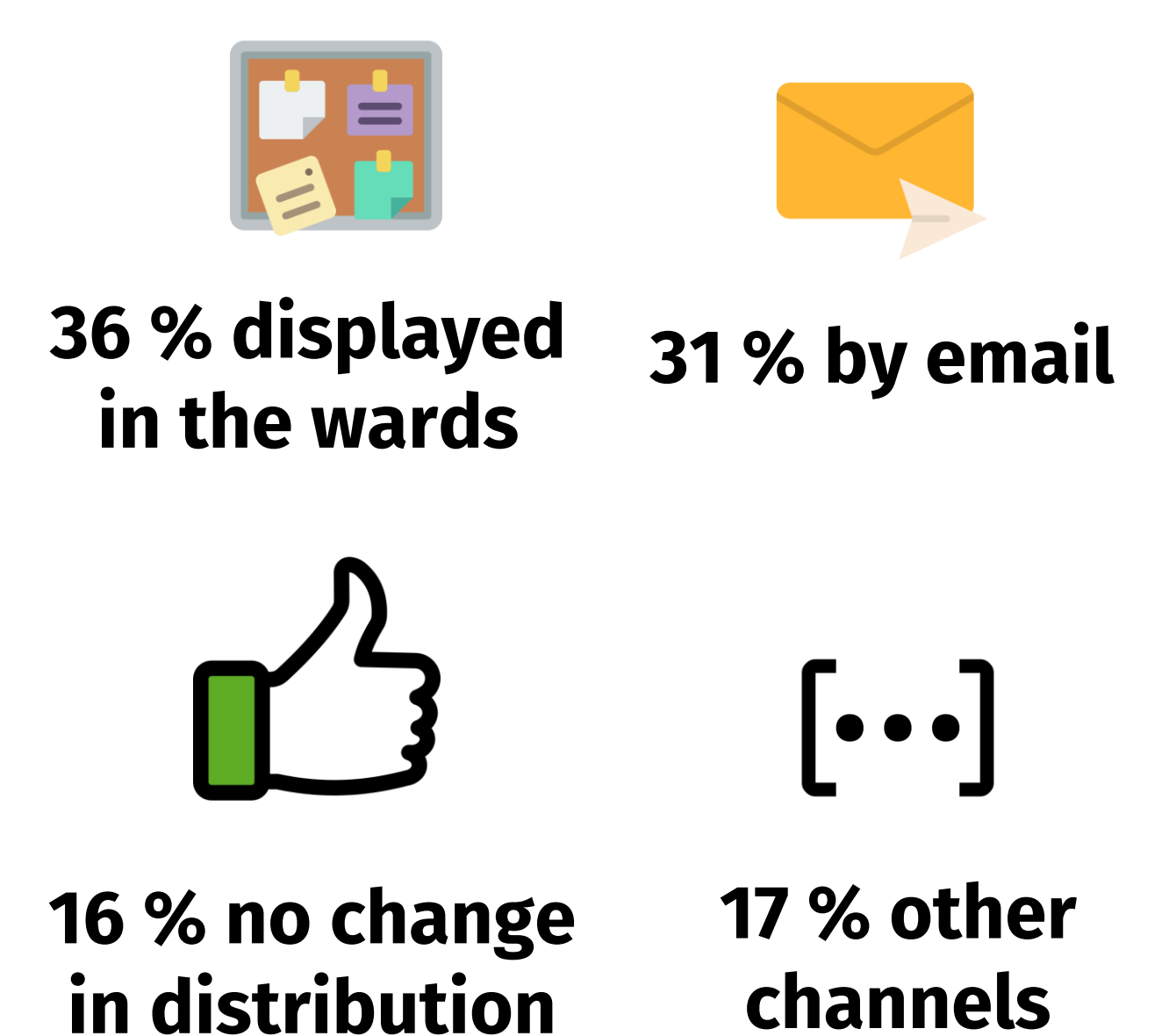
#### 6 Are you satisfied with the PN presentation ?



#### 7 Are you satisfied with the distribution of the PN ?



#### 8 How would you like the PN to be distributed ?



## CONCLUSION AND RELEVANCE

- The majority of HS support the PN, find it **useful** and **appreciate** its **content** and **presentation**.
- Part of the **HS didn't know the PN**, which shows that the distribution method needed to be improved.
- We have therefore updated **the mailing list**.
- This survey has enabled us to **highlight the satisfaction with the HN** and **improve its distribution**.

